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Ideological Orientation of and Educational Guidance for Contemporary Chinese Youth Against International Background

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Abstract

At present, the higher education of Chinese youth has to face the reality of internationalization. There is no doubt that Chinese young people's ideology and thoughts have undergone complicated as well as profound changes in the process of internationalization, assuming brand-new characteristics and showing new trends. If we carefully analyze the complicated impact on contemporary Chinese youth's ideology by internationalization and study the different features coupled with orientation of their thoughts, it will be of great significance for the research on methods and countermeasures for ideological education of Chinese youth against the international background.

Key words: Internationalization; Chinese youth; Ideological orientation; Educational guidance

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INTRODUCTION

Internationalization, a major trend of development in the today's world as well as an on-going process full of development and contradictions, has profoundly influenced and changed the world. The political and economic exchanges and cooperation against international background, coupled with the worldwide ideological and cultural confrontation and fusion, have posed severe challenges as well as brought rare opportunities to the work of contemporary ideological education on the part of contemporary Chinese youth. Therefore, carefully considering and studying contemporary Chinese youth's ideological education will be of far-reaching importance to training competent personnel geared to the needs of the requirements of the development of Chinese society.

1. IMPACT OF INTERNATIONALIZATION ON THE THOUGHT OF CONTEMPORARY CHINESE YOUTH

Chinese young people's ideology and thoughts have undergone complicated as well as profound changes in the process of internationalization, which finds full expression in the following points:

1.1 Enhancing Awareness of Competition and Cooperation as Well as Efficiency

Since competition and dependency between industries around the world was increased by internationalization, in order to obtain maximum economic benefits countries in the international market have actively participate in international competition and strengthened mutual cooperation. Competition rules inject vigor and vitality to everything in the world for their continuous development, which not only serves as the basic conditions for the development

of a market economy in the international context, but also the internal mechanism of the market economy; besides, cooperation has not just a simple way of commercial operation, but gradually evolved into a spirit, becoming an indispensable impetus to promote international economic and social development. The international laws of competition and cooperation developed and interpreted under the circumstances of internationalization have further enhanced the awareness of competition and cooperation on the part of contemporary Chinese youth, so that they pay more attention to improving their own qualification and competitive strengths. They have stronger desires to improve their own development, and have more proactive attitude to participate in the competition, seek cooperation and achieve win-win situation. Meanwhile, since the international market economy is an efficient economy, the concepts of pursuing the maximum capital efficiency and effectiveness have become the most basic, direct and significant values once the rationality and legitimacy of people's material interests are ensured. In China, such economic values as the change of economic development model and innovation of the way and methods of working as well as enhancement of awareness of the rules and efficiency which revolve around the theme of scientific development of the times have gradually been accepted and recognized as ideological values by contemporary Chinese youth.

1.2 Deepening Ideas of Democracy and Freedom and Countering the Weakening Of Ideology

Democracy, freedom and equality are the common pursuits of mankind. With the expansion of international exchanges and development of reform of political system of socialism with Chinese characteristics, contemporary Chinese youth's awareness of democracy, freedom, and equality has been enhanced. However, the confrontation between the West and China in terms of ideology is underway. The western developed capitalist countries not only conduct "economic cooperation" without "political infringement", but they participate in the "war of ideas" in the ideological fields under the cover of various moderate exchanges and activities through invisible methods and techniques. For a long time, and other camouflage cover, their avocation of showy anti-socialist democratic ideas such as the "Equality and Fraternity", "general welfare" and "super-class universal democracy" have been made under the camouflage of their "humanity", "democracy" and "socialism". It is rather deceptive and inflammatory so as to influence the political ideology of contemporary Chinese youth. Therefore, many Chinese youth, due to weak foundation of Marxist theory and lack of scientific and effective education and guidance, have been trapped in the theoretical misunderstandings, which has shaken their firm beliefs for China's socialism, diluted the sense of patriotism and nationalism, made them hold a skeptical, confused and negative attitudes

towards building socialism with Chinese characteristics in the complicated international political situation. This tendency will seriously harm China's socialist core value system, greatly weaken the influence by ideology of Marxism and socialism on Chinese youth, and make some of them because the "yes-men" of the Western developed capitalist countries who advocate the dilution of ideology to promote "universal value".

1.3 Developing Inclusive Humanistic Spirits and Countering the Cultural Recognition

Internationalization has compressed the world in terms of space and time, so that people are closely linked by the common interests of the human race. Moreover, international trends and processes actively promote the Chinese youth to consider the issue for the sake of whole human nation, which raised their international awareness and global values. More importantly, the world's various cultures enjoy worldwide dissemination and exchange. Cultures are developed from individually to comprehensively, from being simple to complex, and from being closed to open. The internationalization of cultures has cultivated an inclusive humanistic spirits in Chinese young people, enabling them to show more tolerance and understanding towards the different cultures of the world. However, in this context, on the one hand, the Western developed capitalist countries have made use of its advantages to constantly promulgated the "spirit of capitalism" in the world and implement cultural hegemony; on the other hand, the internationalization of consumption and customs of cultural industries makes it easier to breed cultural recognition. Some Chinese youth are addicted to and keen on Western consumer attitudes and customs. Behind the back of embracing the exotic cultural forms, they tend to recognize the cultural values. If this enduring sense of cultural addiction and dependence is not effectively curbed, it will decrease the cultural identity and loyalty to the young students' nation. Besides, the inherent cohesion and affinity in national cultural sovereignty will also be weakened. Meanwhile, the popularity of online communities and vacuum has become an invisible hand to stimulate the imbalances of contemporary Chinese youth's cultural identity and create crises. To a larger extent, it exerts great negative impact on the existing cultural identity and belonging of contemporary Chinese youth, resulting in pro-western cultural complex.

2. IDEOLOGICAL ORIENTATION OF CONTEMPORARY CHINESE YOUTH AGAINST INTERNATIONAL BACKGROUND

In the international context, the ideology of contemporary Chinese youth not only shows relatively stable characteristics in a given period but only has different trends and performance.

2.1 Volatility of Political Thoughts and Sobriety of Political Behaviors

In the international context, there are interactions between the various political thoughts, and development and contradictions go hand in hand. Under the influence of a variety of erroneous thoughts and negative tendencies, contemporary political thoughts by the China Youth have transferred from tidy and single to complex and diverse ones, from ideal and simple to realistic and mature ones, and from the type of dedication and unconditional obedience to society or the state to the type of realistic life objectives, with clear utilitarian tendencies, highlighting the diversity of individuality. Their apathy to politics and extreme dissatisfaction towards political life and misunderstandings of political issues remain widespread. However, the further development of internationalization has improved the patriotism and national spirit on the part of contemporary Chinese youth, prompting them to consciously change their political will from surrealistic fantasy to hard work rooted in the reality and transform their political ideas from subjective critique of political ideas to recognize the mainstream ones. Overall, for their political theory, the contemporary Chinese youth have developed a deeper understanding and sense of belongs towards the role of the Chinese Communist Party's routs, principles and policies in the modernization drive. They are convinced that the development of the nation must be ensured by the scientific leadership of the Party; as to their political behaviors, the behaviors developed by knowing national circumstances, serving society and training their capabilities through social practices have enjoyed a transformation which is from the previous variety of appeal and calling to doing things by the young themselves. In accordance with legal procedures and are democratic expression of the will, the young's political behaviors tend to be more sober and pragmatic.

2.2 Diversity and Compromise of Values With Sharp Conflict Between the Individual and the Social Ones

Internationalization goes hand in hand with multi-cultures so that a large number of "strange" values are developed among Chinese youth in contemporary China through various channels. On the one hand, the so-called "stakeholders with diverse social values" by the West, in varying degrees, led to the diversity of values and the multi-layer of pursuit held by some young people. In this sense, the values are no longer confined to the traditional ones and what the educators advocate. They were trying to establish diversified criteria for value judgment and choice-making; besides, the interweaving of social subjects' interests has given rise to major change of the young in ideology, ways of thinking and moral values, causing them to be more realistic, diverse and

compromising in the value orientation, which also has strong utilitarian and secularization colors. On the other hand, the tension between individualism and collectivism is existent in the market economy in the international context. The expression of individuality and social values by contemporary Chinese youth is a good embodiment of individuality and sociality. In the contrast between the individual and society, the individual values and social values exist as two major forces, which make the young tend to take into consideration both everyone and their own happiness when making a choice of value. They value both national development and their own happiness. But the needs from young people in the individual's self-improvement are more prominent, so pragmatism, individualism, consumerism and other negative values still can find place in some of the young people.

2.3 Weakening of Moral Concepts and Difference Between Moral Cognition and Behaviors

Overall, the moral outlook of contemporary Chinese youth is a good response to the moral appeal of the times. Their moral ethics are in line with the basic social moral rules. In this sense, the young's ethical standards still remain at a high level within the whole society. But the advent of Western culture and values has exerted immense influence to China's traditional morality. A great number of Western negative values such as "Fast food culture", the pursuit of enjoyment, opening up of communication and exchanges have been accepted by some Chinese young people. There is a collision and clash between the Western thoughts and ethical morality filled with decadent and declining and the ethical core value system of the current Chinese society which pursues moral progress, outstanding cultural heritage, and promotes social righteousness and justice. This has brought serious problems to some young people such as fuzziness of moral judgment standards, rebellious ethical behaviors, lack of social merit and traditional culture, diversity of moral choices and weakening of responsibility to the collective and nation. What is more, their level of personal integrity and morality relatively lags behind compared with the level of intellect and knowledge, so discordant notes emerge in the field of contemporary Chinese youth morality. Some young students value intelligence more than moral cultivation, cherish utilitarian purpose rather than ethical behaviors, and pursue enjoyment instead of hard work. They are confused in making moral choices. Their moral evaluations and judgments are diverse, and they are shallow in moral emotion. Furthermore, in real life, they lack spiritual introspection, so it is difficult for them to achieve "Cautiousness" and "rationality". They even ignore social morality, and there is disconnection between moral cognition and moral behavior.

2.4 Coexistence of Tradition and Modern Cultural Cognition and Challenges of Foreign Cultures

In China, the university campus is where all kinds of thoughts interact with each other and is where a variety of alien thoughts and mainstream culture and ideology collide each other. Therefore, it poses challenges for the young students in ideological and cultural awareness to learn how to achieve the docking mission between foreign culture and national culture in the treatment between openness and conservation. Since in general the young have such characteristics as seeking for novelty and foreignness, they tend to show a keen interest in absorbing foreign cultures. Besides, the development of international exchanges between countries is also forcing them to continue to absorb foreign cultures. And the popularity of Internet as well as the enhancement of exchanges between competent personnel at home and abroad has provided convenience for them to learn foreign cultures. After all, learn advanced and outstanding foreign cultures will help to improve the cultural enrichment of young students to expand their horizons. However, while enhancing the awareness of absorbing foreign cultures, the young students have showed a tendency to pay less attention to learn Chinese traditional culture. Moreover, many young students believe that they have learned a certain degree of traditional Chinese culture, so there is no need to learn the local culture. And there are a small number of students who tend to belittle themselves and their humanistic spirits begin to fade away. What is worthy of our attention that the Western foreign cultures have showed hegemony and materialization of people's values which are pedantic and vacant. This has profoundly confused the choice of values of contemporary Chinese Youth.

3. IDEOLOGICAL EDUCATION FOR CONTEMPORARY CHINESE YOUTH AGAINST INTERNATIONAL BACKGROUND

In the international context, there are both opportunities and challenges in the ideological guidance for contemporary Chinese youth. The continual promotion of internationalization requires us to further enhance the positive role of traditional ideology. At the same time, we should constantly study new situations and circumstances and explore new methods and countermeasures.

3.1 Developing the Main Values to Ensure the Progressiveness of Thoughts

During the ideological and cultural exchanges in the world, there are many useful and progressive ideas and concepts, but there are also some harmful, declining thinking and understanding. Therefore, the diversity and complexity of ideological and cultural exchanges in the world fosters an unfavorable external cultural

environment for contemporary Chinese youth. Faced with the various new feathers of the external environment, we should always persist in arming the young's minds with the Marxist theory, guide them to correctly understand and identify the foreign ideas and cultures by grasping and applying the Marxist world outlook and methodology, and consciously resist the penetration and propagation of decadent West values and ideology; we should cultivate the international awareness and open vision on the part of the young to observe and handle all kinds of problems. At the same time, we should unswervingly carry out ideal and belief education and patriotic education among the youth groups, so as to let the mainstream socialist ideology dominate the ideology of the young people; furthermore, we should enhance the radiation of national mainstream culture, build and carry forward the significant socialist core value system in the whole society, expand social identity while respecting differences, and reach an ideological consensus while tolerating diversities. In this way, we are in good position to guide the young to shape correct world outlook, outlook on life and values. Besides, they could maintain a positive attitude towards and pursuit in life, so that their progressiveness in ideology and thoughts could be consistent with the mainstream values.

3.2 Innovating the Educational Model to Stimulate the Internationalization of Ideological Education

The internationalization of higher education not only provides a wealth of international educational experience and resources to universities in China, but also poses serious competitions including educational philosophy, ways and means to them. To this end, workers in the university should develop a cosmopolitan attitude and innovate the educational model, conducting targeted changes in the traditional models from educational concepts, contents, methods, and many other areas. They should actively expand the connotation of contemporary youth ideological education, expanding the influence scope of ideological education against the international background. Besides, they should a cautious and open attitude, boldly absorbing and drawing useful achievements of civilization and values, and enhancing the young's international awareness and their sense of urgency. Besides, the way of education should focus more on practical and scientific things, guiding the young to "unite their knowledge and action", consciously take practices and develop their international vision and the ability to participate in international competition. In addition, since internationalization goes hand in hand with a high degree of openness and in-depth exchanges and cooperation, it requires the colleges and universities to "strengthen the education of international understanding, promote cross-cultural exchanges, enhance students' knowledge and understanding of different countries and cultures" ("Outline of mid-long term educational reform

(2010-2020)", 2010), so that they could promote the intercultural exchanges in a truly international spirit, constantly develop and make effective use of international educational resources, learn the useful experience of ideological education from Western countries, and promote the internationalization of ideological and educational work itself.

3.3 Utilizing Modern Technology Information and Media to Make Ideological Education Networked

With the development and spread of modern technology of information communication and media represented by the Internet, the rapid flow of international information on a global scale has become a reality. Internet, not only spreading knowledge and technology, but also ideology and culture, has become a new area for ideological struggle and battle front of public opinions. Since the internet communication is cross-border, open, and not controllable, the current network is challenging the solidarity of Chinese youth ideological education. Faced with the rapid momentum of new internet media, and the consequent spread of decadent and harmful thoughts, sectors in youth education should not blindly focus on prevention, but should effectively give guidance, enhance network management, actively develop digital network resources, and integrate the youth work and ideological education into networks. Besides, they should make active use of the Marxist world outlook and methodology to occupy the ideological market, increasing its influence and expanding the coverage, so that they youth ideological education will truly reflect the principles of directionality, proactivity and timeliness, thus promoting the smooth development of youth ideological education, and making youth ideological education more timely and effective. Meanwhile, educators on youth ideological education should also seriously study and research modern educational technology, dig out how to deal with the new situation and new problems brought by Internet to youth ideological and moral education, and identify integration points of the ideological and moral education and network and master them, so as to explore ways of ideological education of youth through networks.

3.4 Valuing Development of Campus Culture to Create Favorable Environment for Growing Up

The development of internationalization has promoted the different ideology and culture and values to surge and find their way to China's campuses. The enhancement and guidance of ideological education on the young needs us to constantly create a free, independent, and distinctive campus culture, foster harmonious campus atmosphere, create an excellent school spirit, so that the mainstream socialist ideology and values could effectively influence and shape the young people, so

that the young students will take the initiative to move closer and towards the mainstream culture and become conscious of their thoughts and action selection. In order to achieve the prosperity of campus culture, we should focus on humanities education, highlight the nation's outstanding traditional culture, properly handle the relationship between foreign culture and national culture, so that the contemporary youth could cultivate character and strengthen self-cultivation in an inclusive campus culture. At the same time, the education authorities should attach great importance to the full dissemination and wide recognition of mainstream culture in the campus they should make advantage of all kinds of means and ways such as through a unified and orderly mainstream culture promotion, role models and outstanding deeds of publicity and using cultures with characteristics as guidance to give the positive of media into full play. Besides, they should insist on the correct guidance of public opinion and communication, strengthen the guidance of various non-mainstream ideas, so that the advanced culture and ideology, the mainstream values, and healthy elegant art will penetrate and dominate the campus culture.

CONCLUSION

In short, the development of internationalization has made the external environment facing the contemporary Chinese youth's ideological education more complex and volatile. At the same time, faced with the personnel training experience from big countries who are good at advanced education, Chinese educators need to continue to study and learn from them, which requires educators to adapt themselves to new conditions. Educators in universities and colleges are the backbone of ideological education of young people. They could widen their international vision and effectively improve their professionalism and operational capacity through international cooperation in education, study visits, strengthening international exchanges and vocational education and training. In this sense, a team of educators in youth education who have a truly global vision will be developed, which is of great significance for them to scientifically study the characteristics and trends of youth ideology and carry out targeted youth ideological education against international background.

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